

FIG. 1

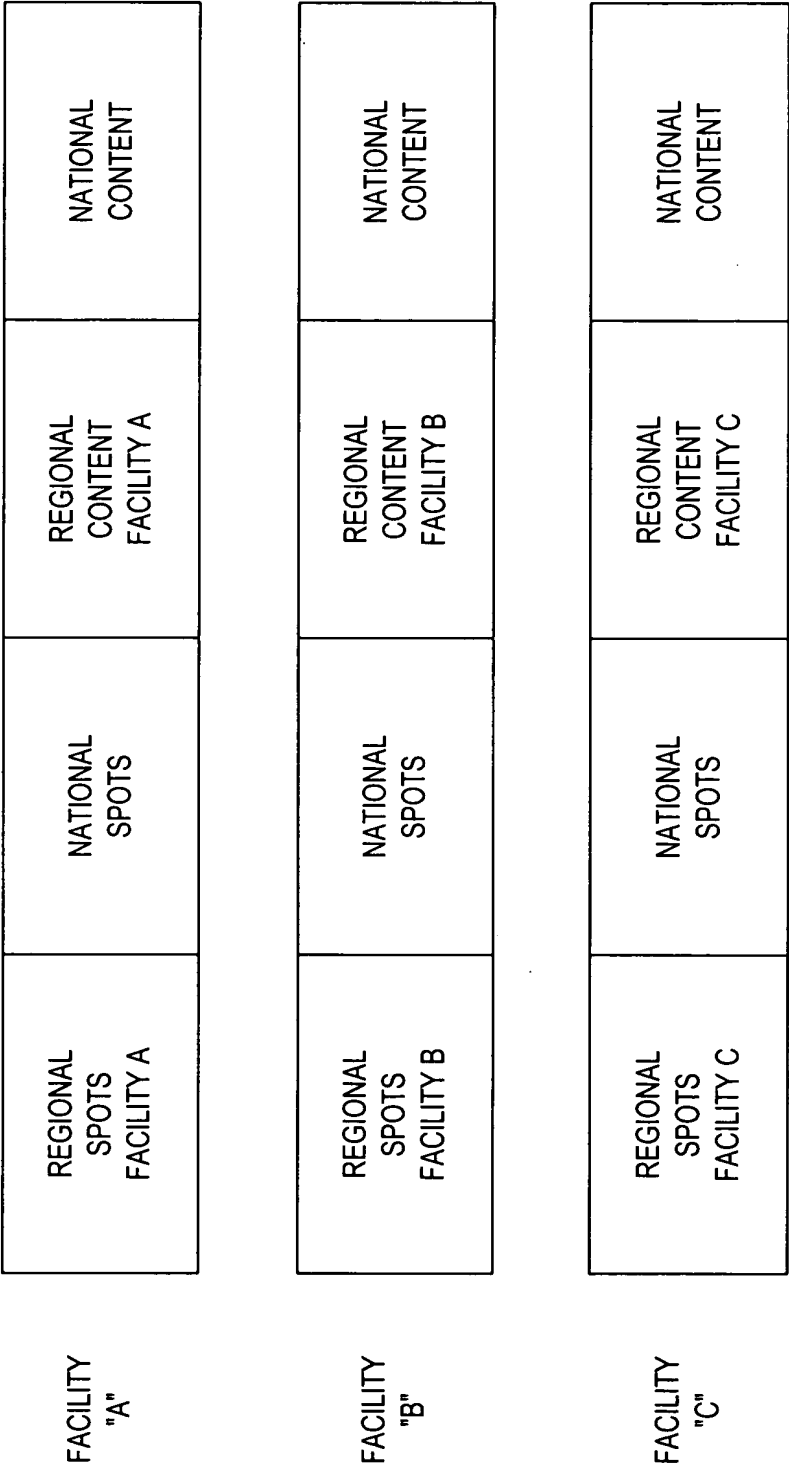


FIG. 2

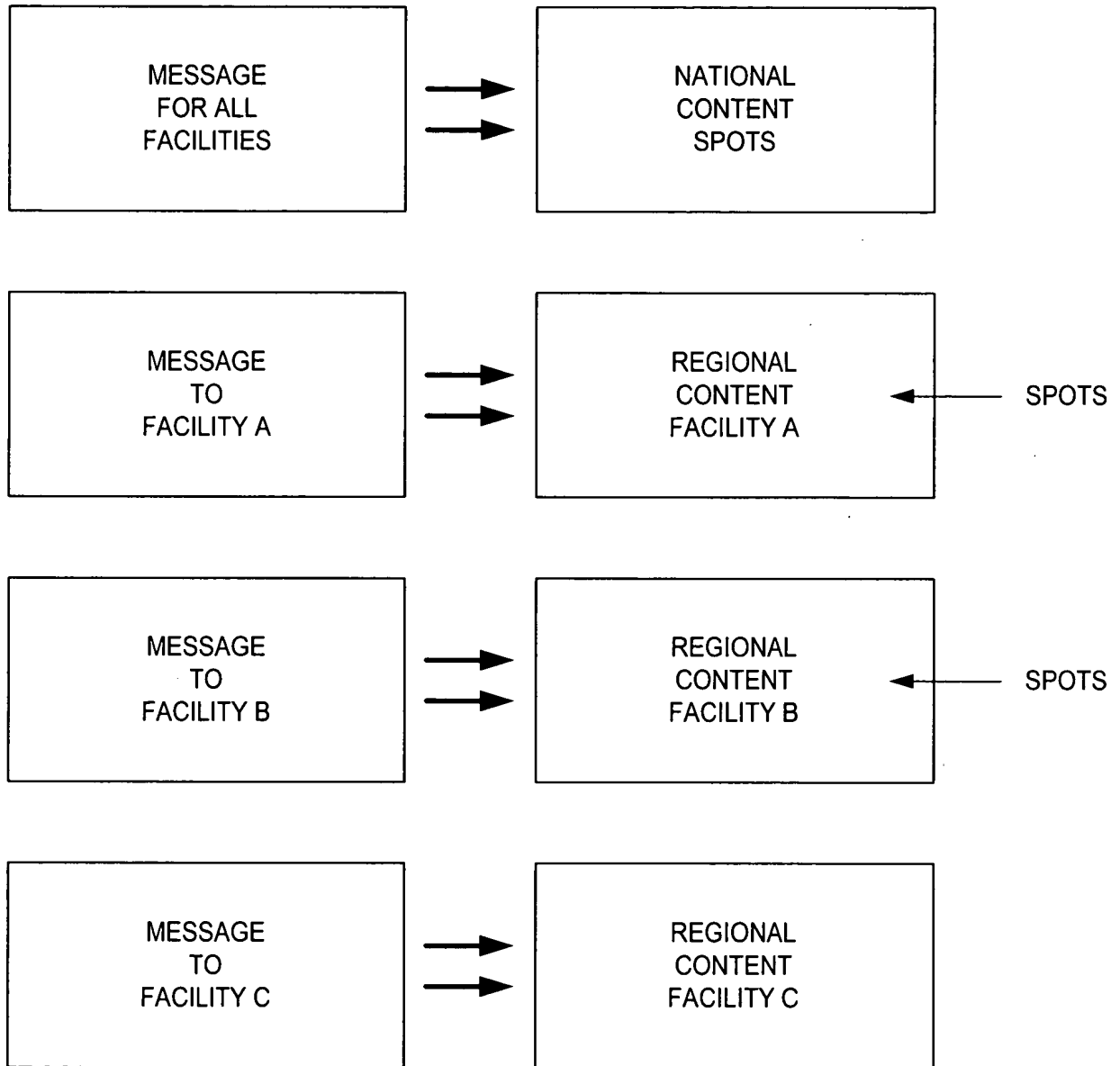


FIG. 3



ENTERTAINMENT CONTENT DESCRIPTOR

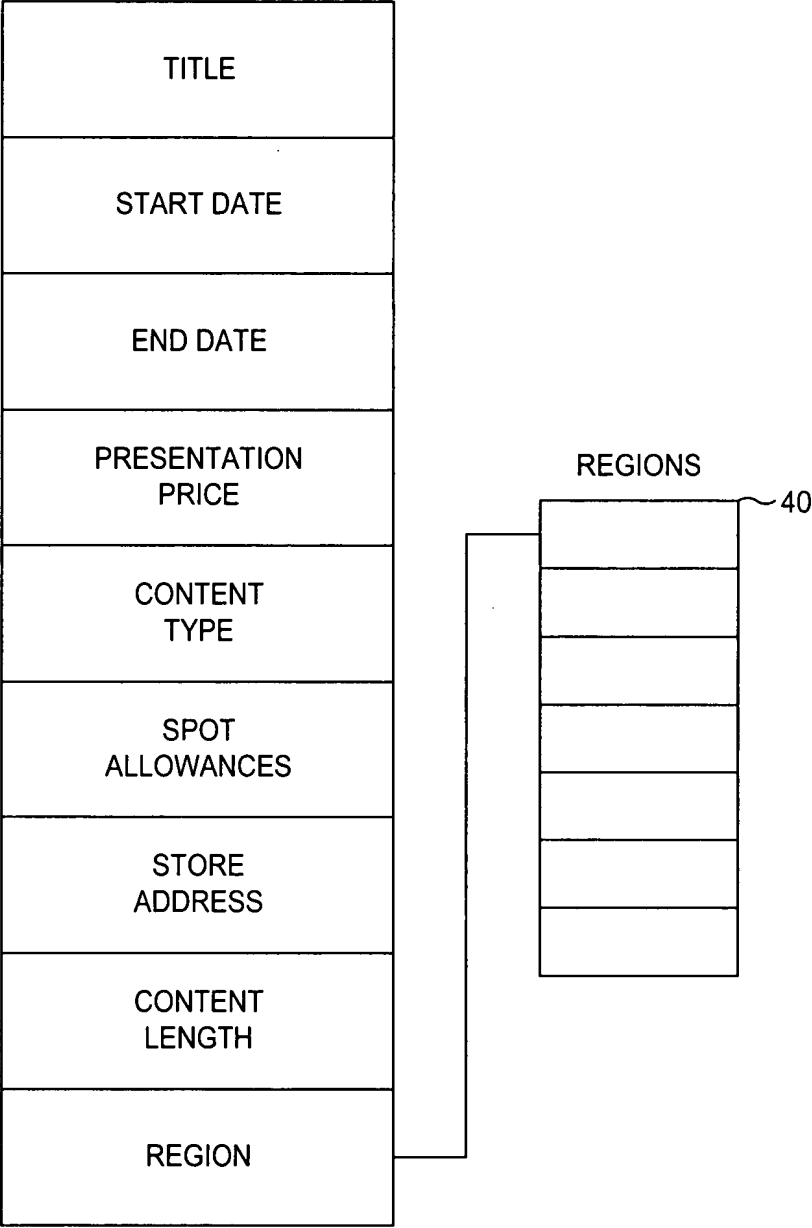


FIG. 4



COMMERCIAL CONTENT DESCRIPTOR

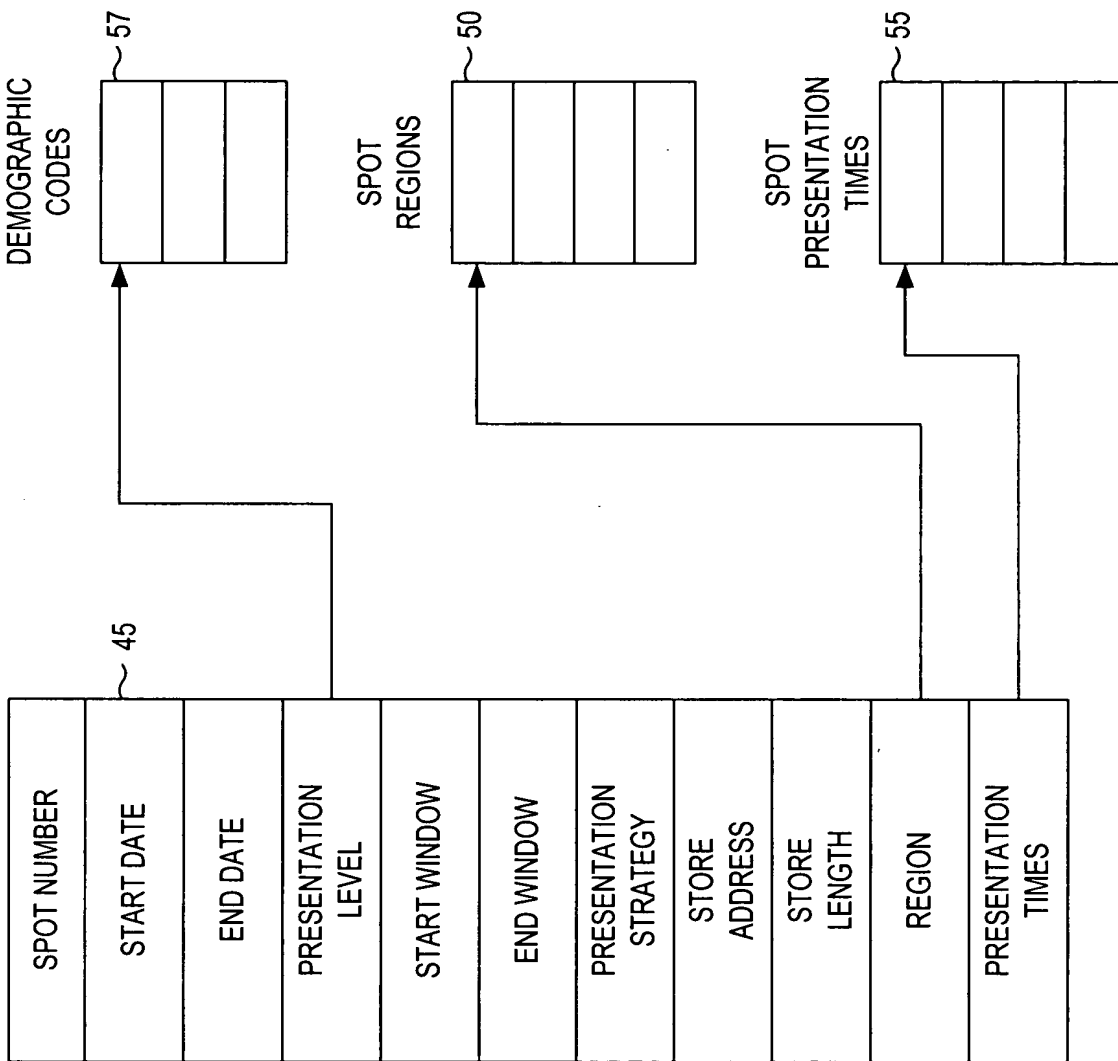
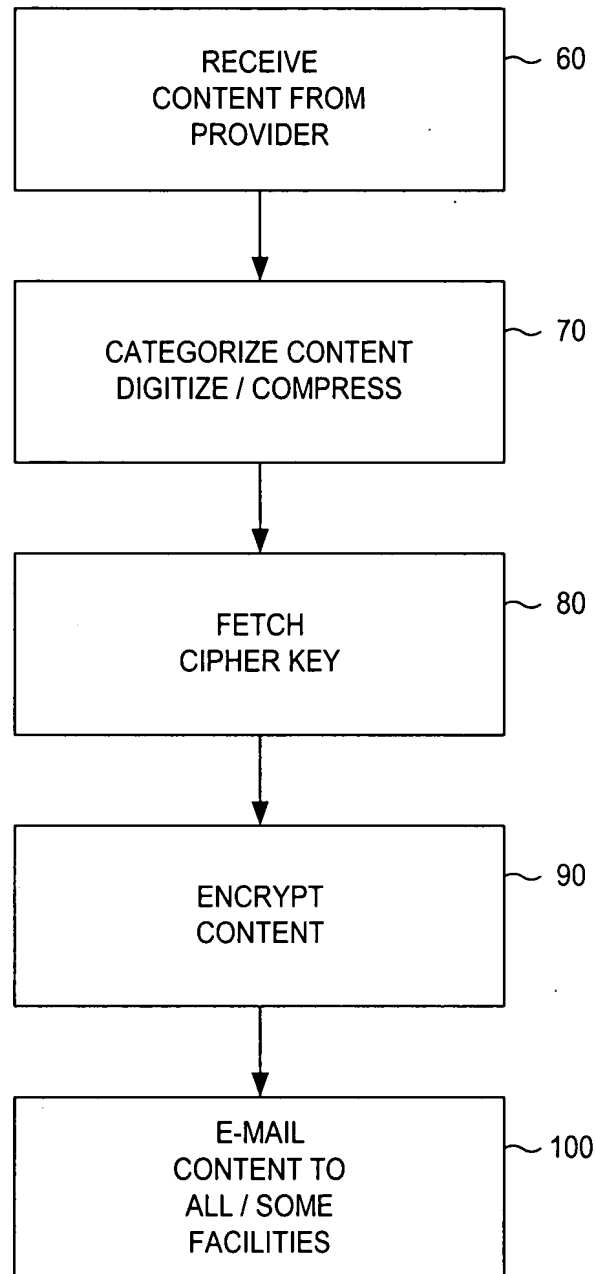


FIG. 5

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**FIG. 6**

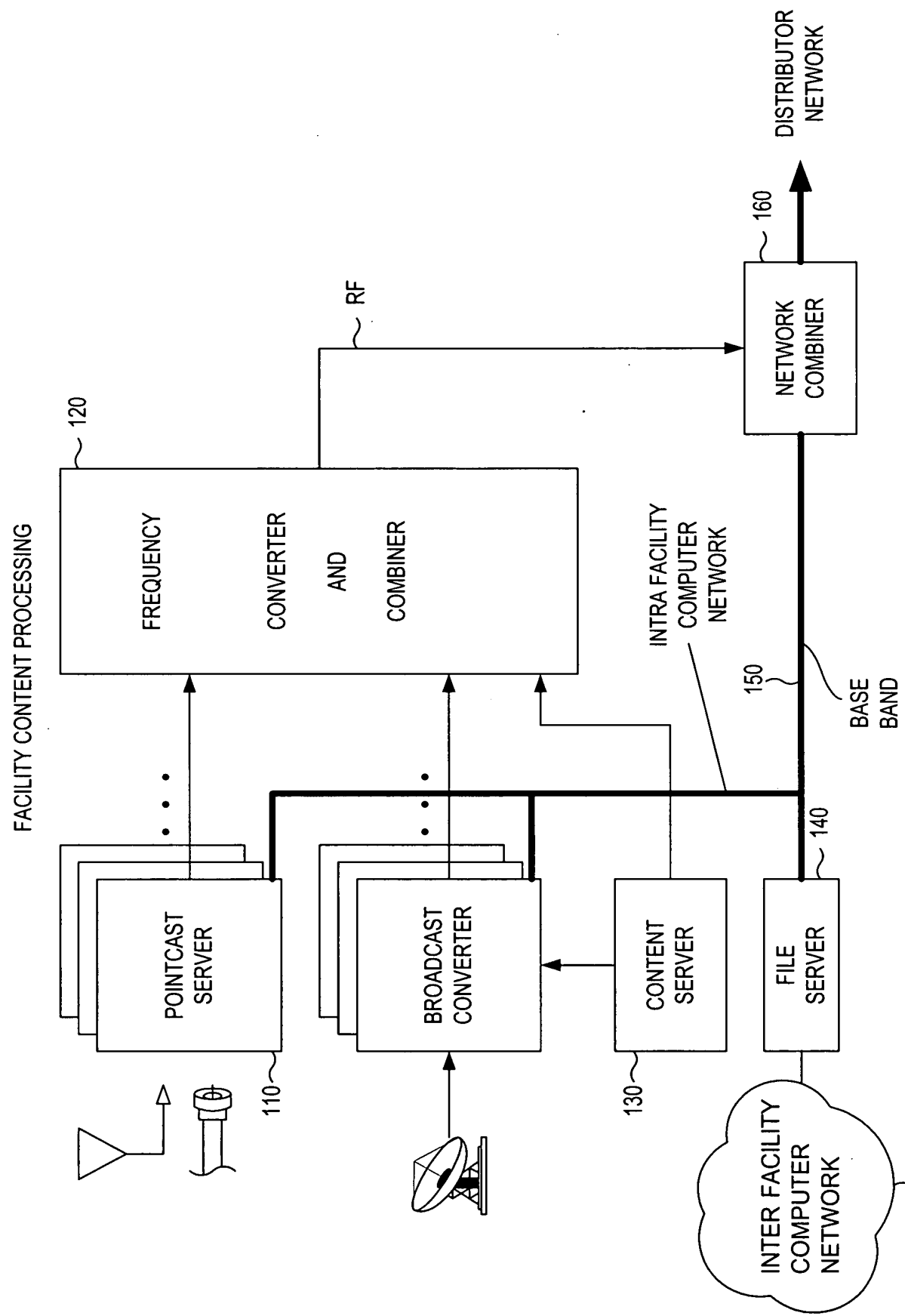
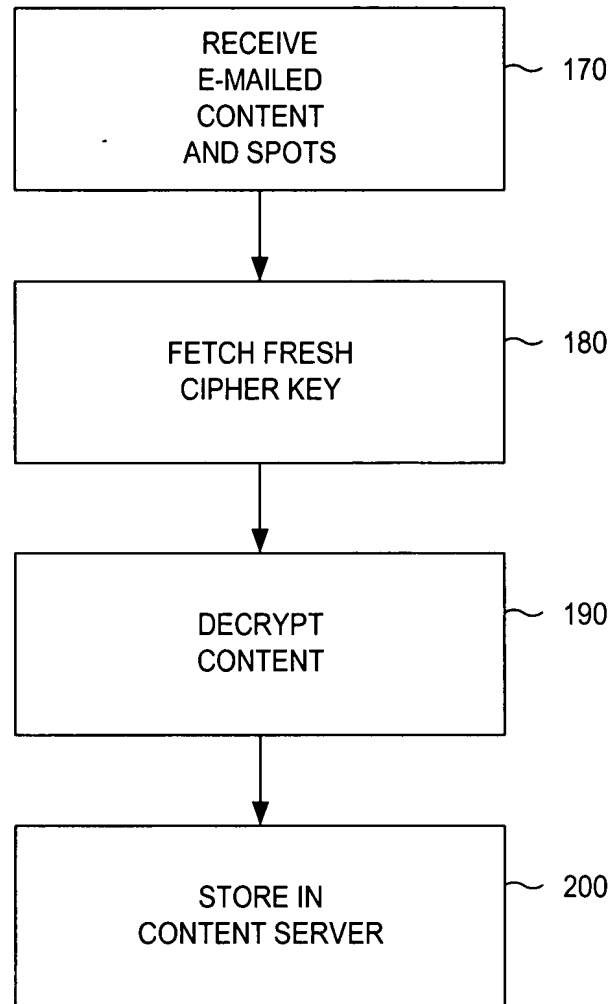


FIG. 7

**FIG. 8**

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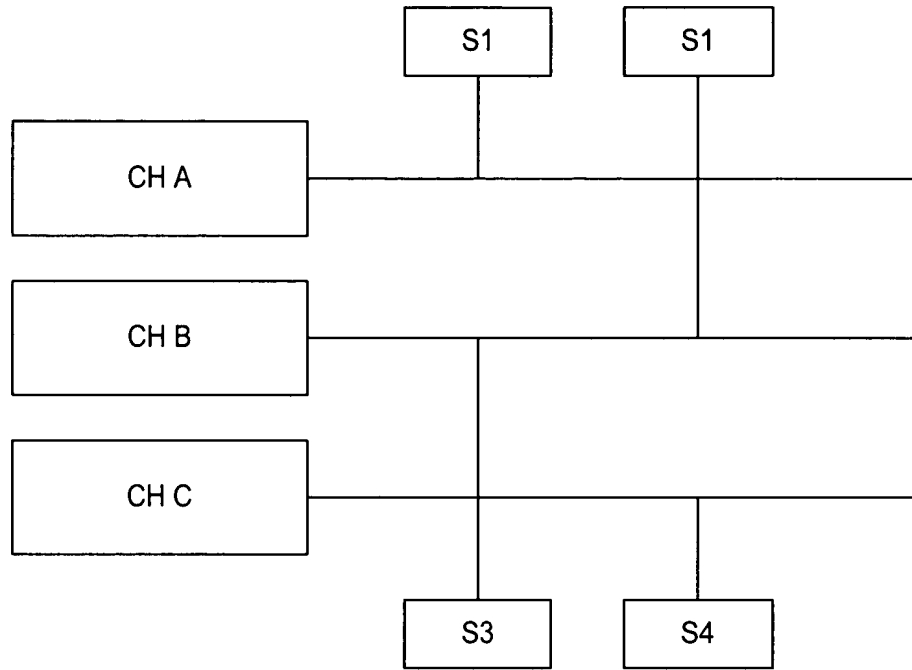


FIG. 8A

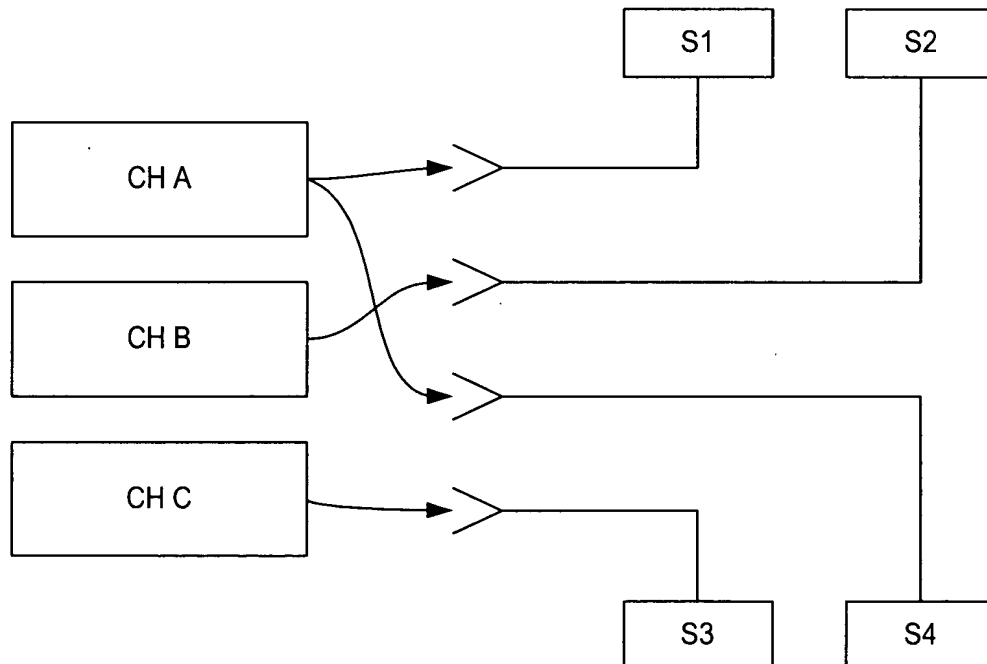


FIG. 8B

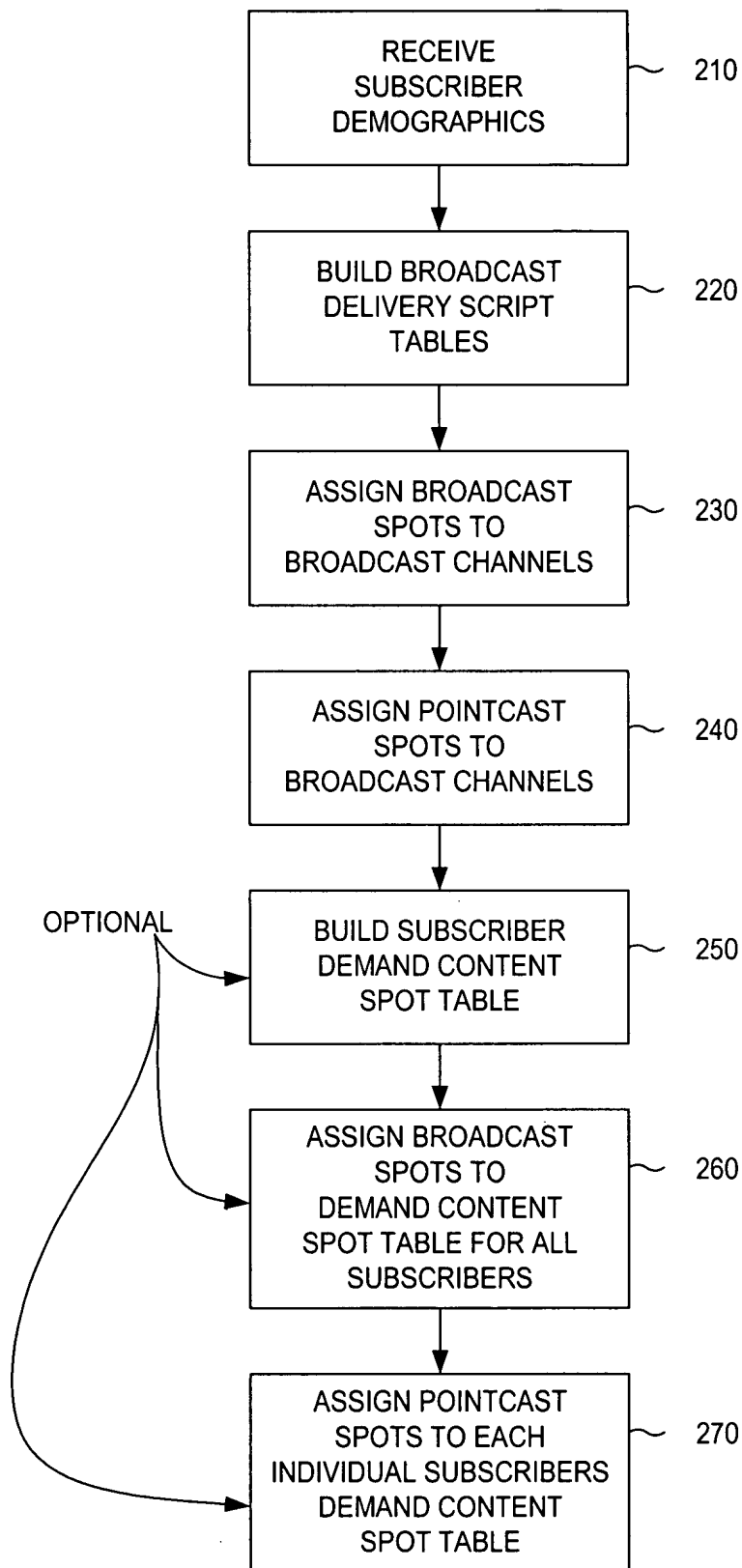


FIG. 9



DEMOGRAPHIC CODES				SUBSCRIBER		

280

FIG. 9A



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BROADCAST DELIVERY SCRIPT

	CHAN "02"	CHAN "03"	...	CHAN "N"	
00:00	SPOT 01				
	SPOT 09				
01:00	SPOT 04	SPOT 03			
	SPOT 03	SPOT 04			
02:00					
09:00	SPOT 08				
	SPOT 09				
10:00					
11:00					
12:00					
22:00					
23:00					
00:00					

290

SUBSCRIBER 01

SUBSCRIBER 02

SUBSCRIBER 03

FIG. 10

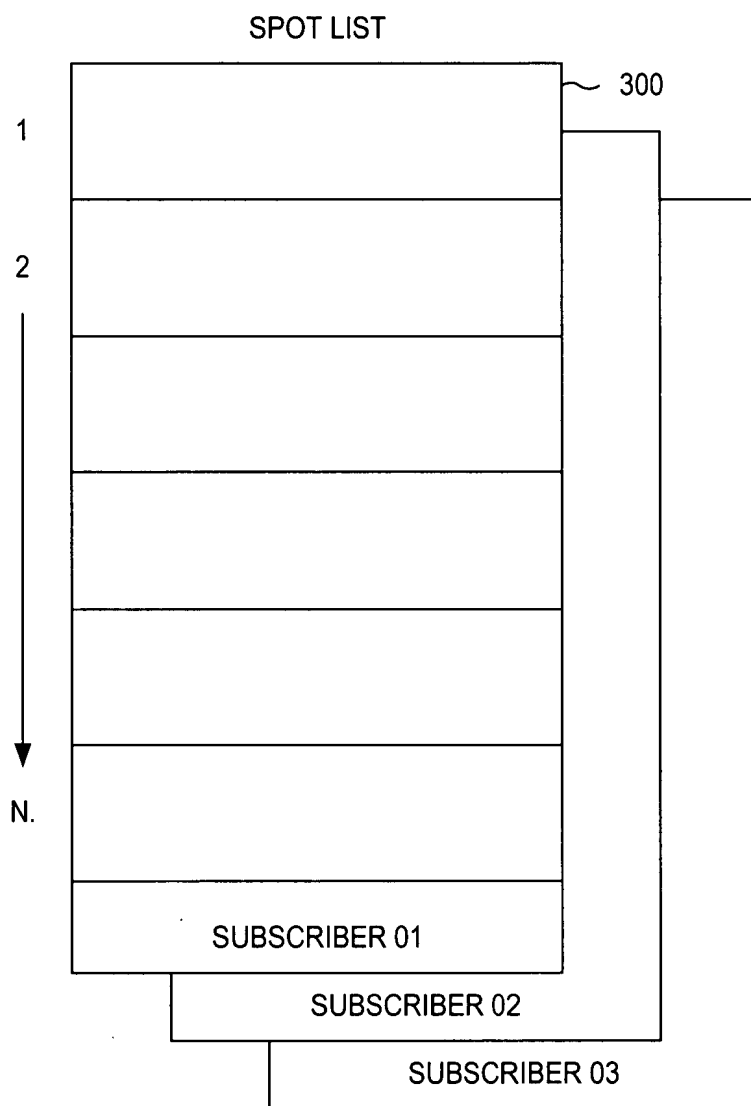


FIG. 11



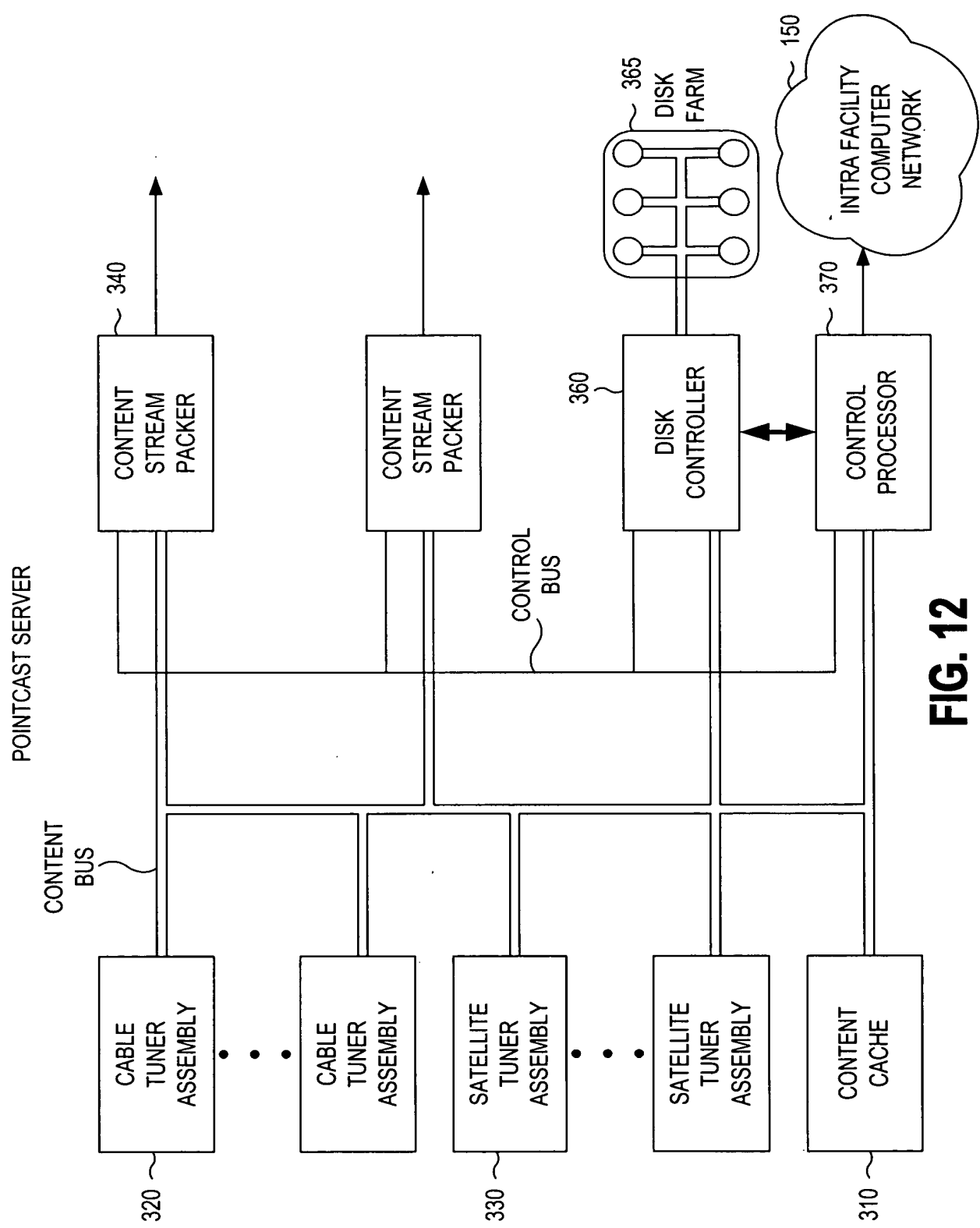


FIG. 12

TUNER ASSEMBLY

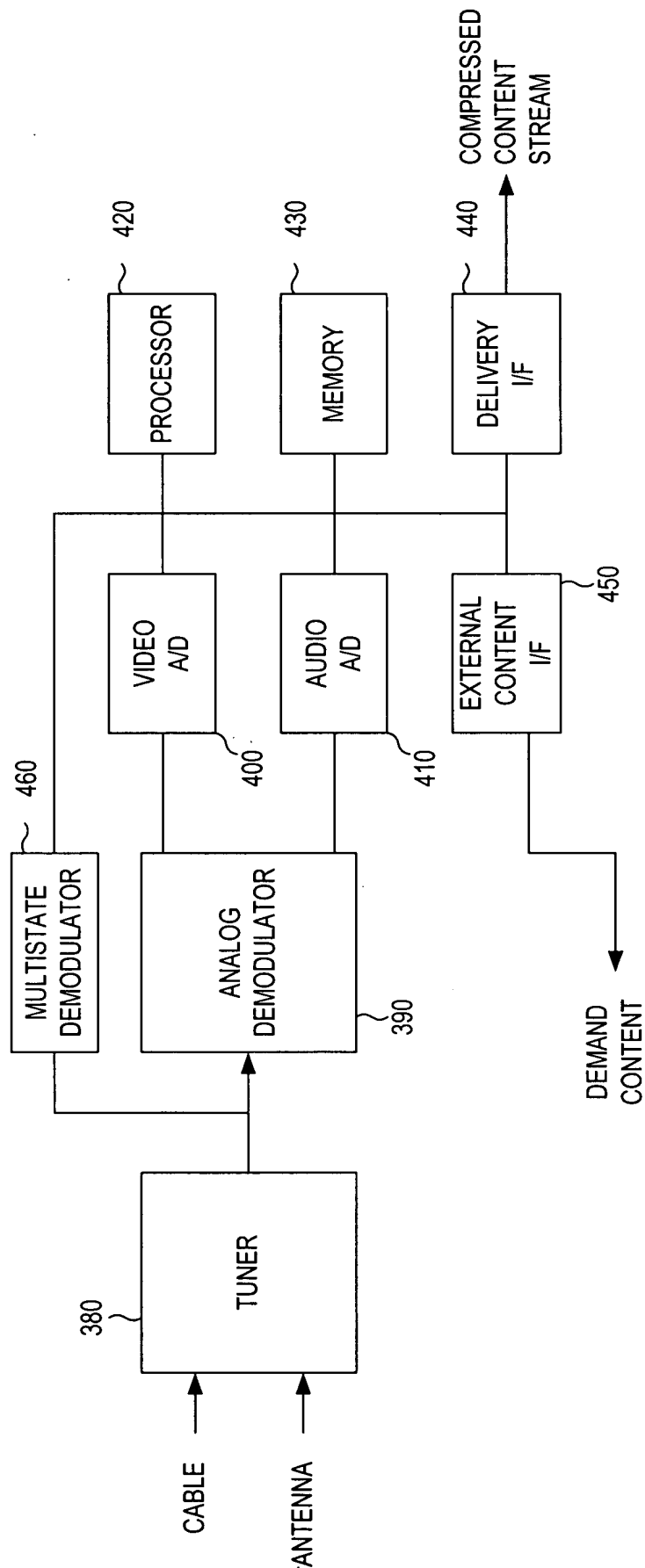


FIG. 13

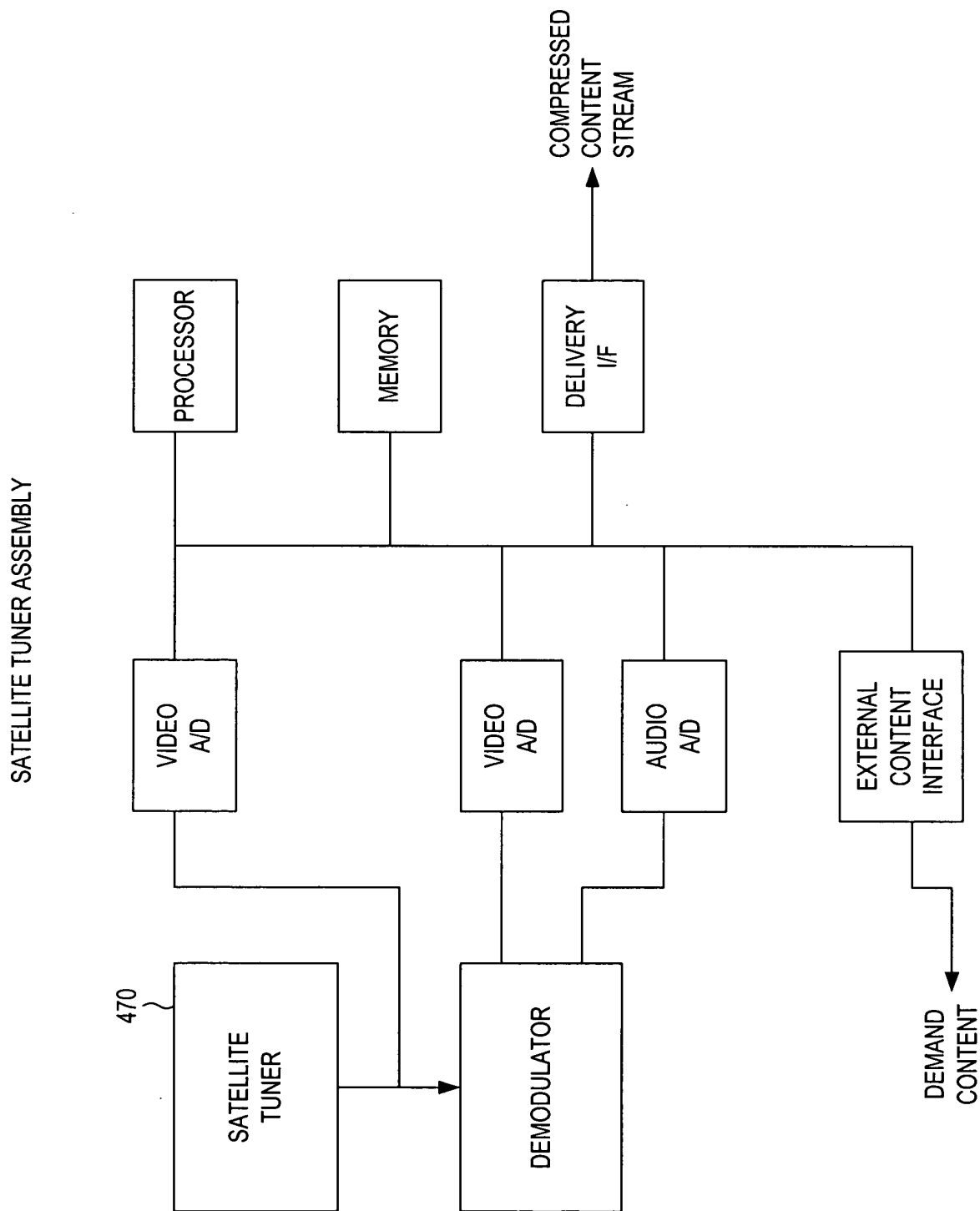


FIG. 14

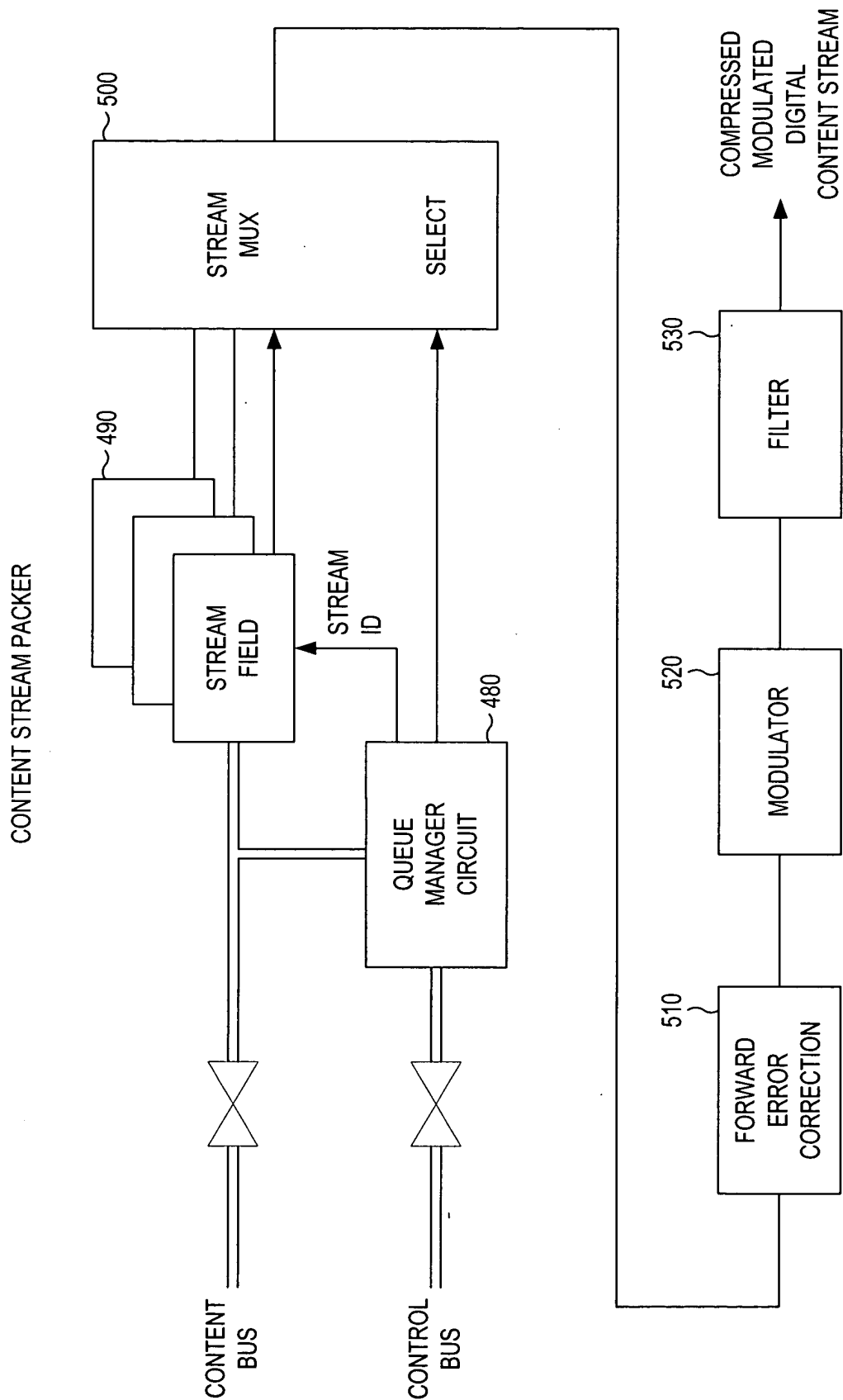


FIG. 15

+

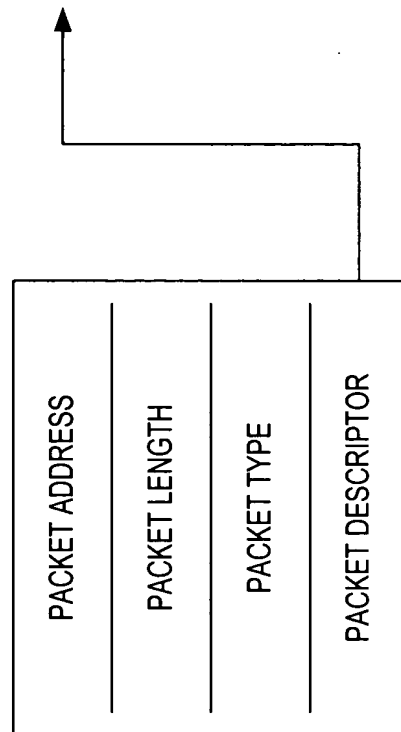
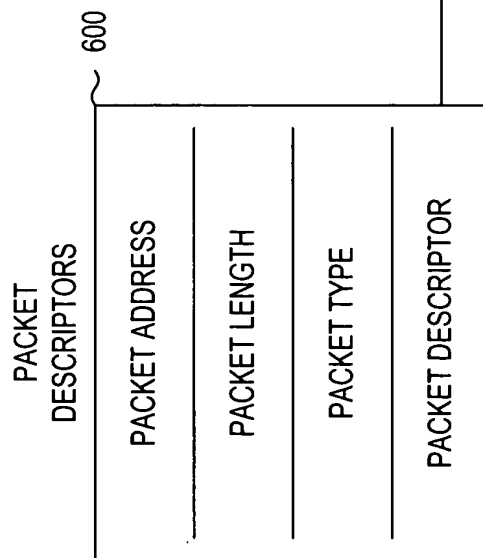
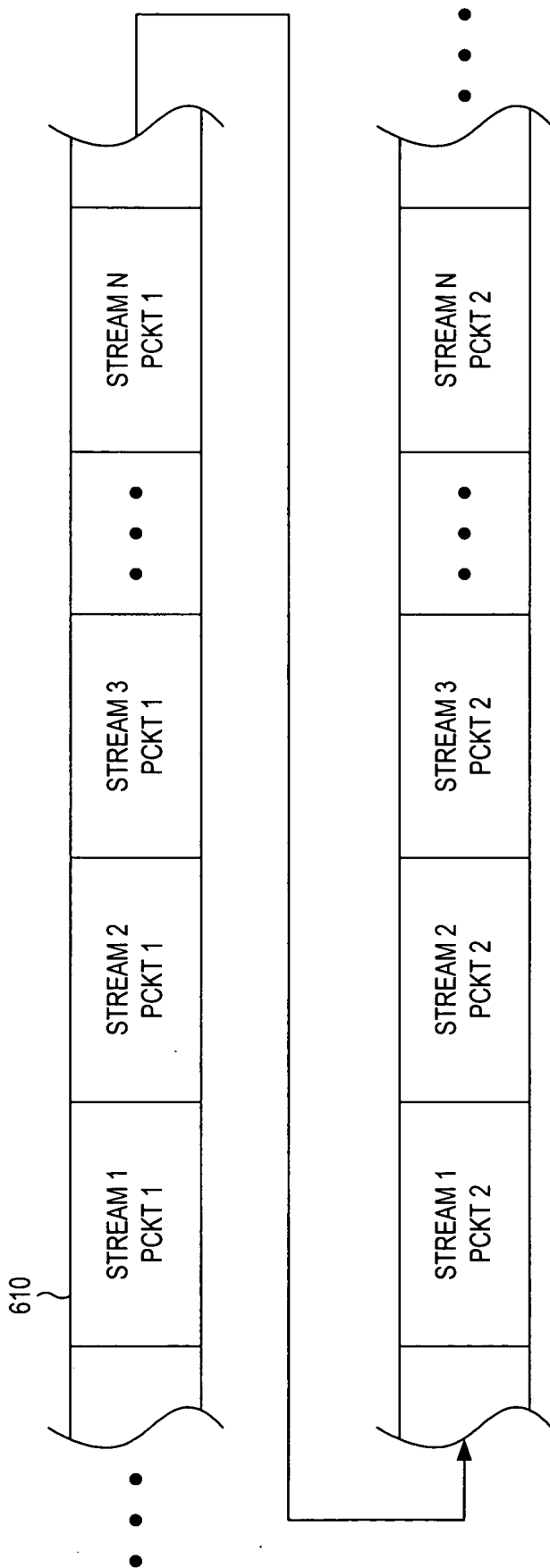


FIG. 17

+

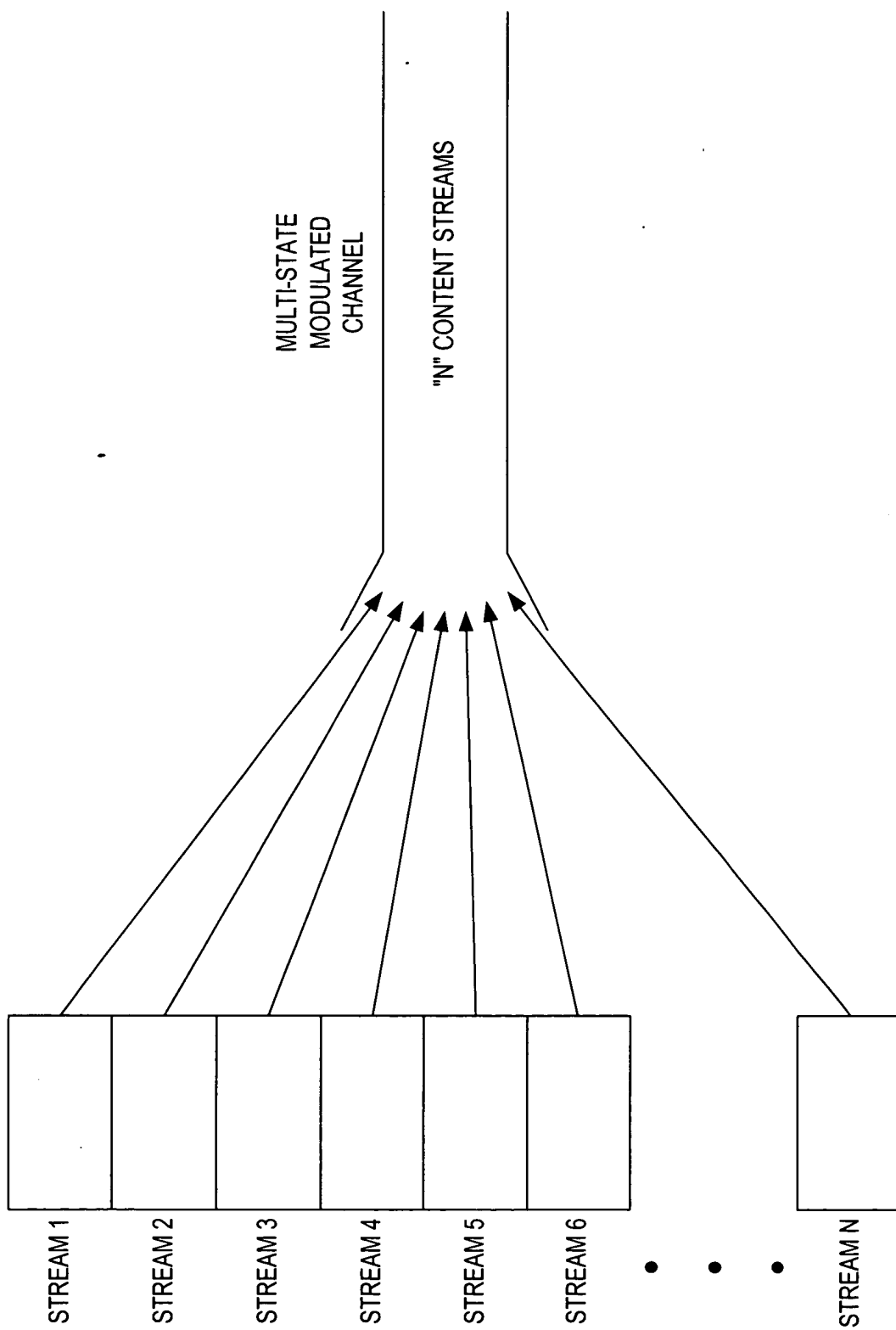


FIG. 17A

FREQUENCY CONVERTER / COMBINER

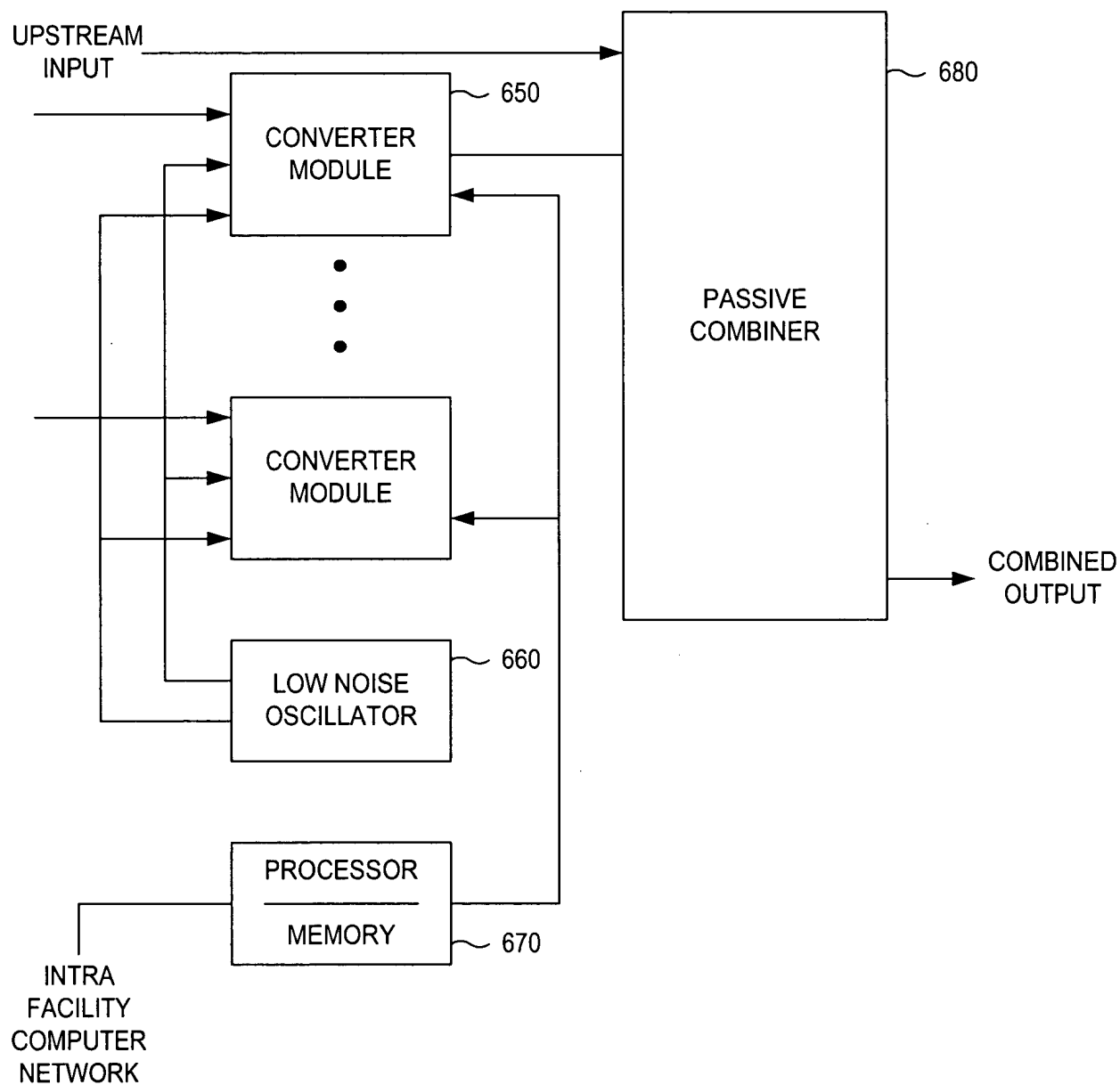


FIG. 18

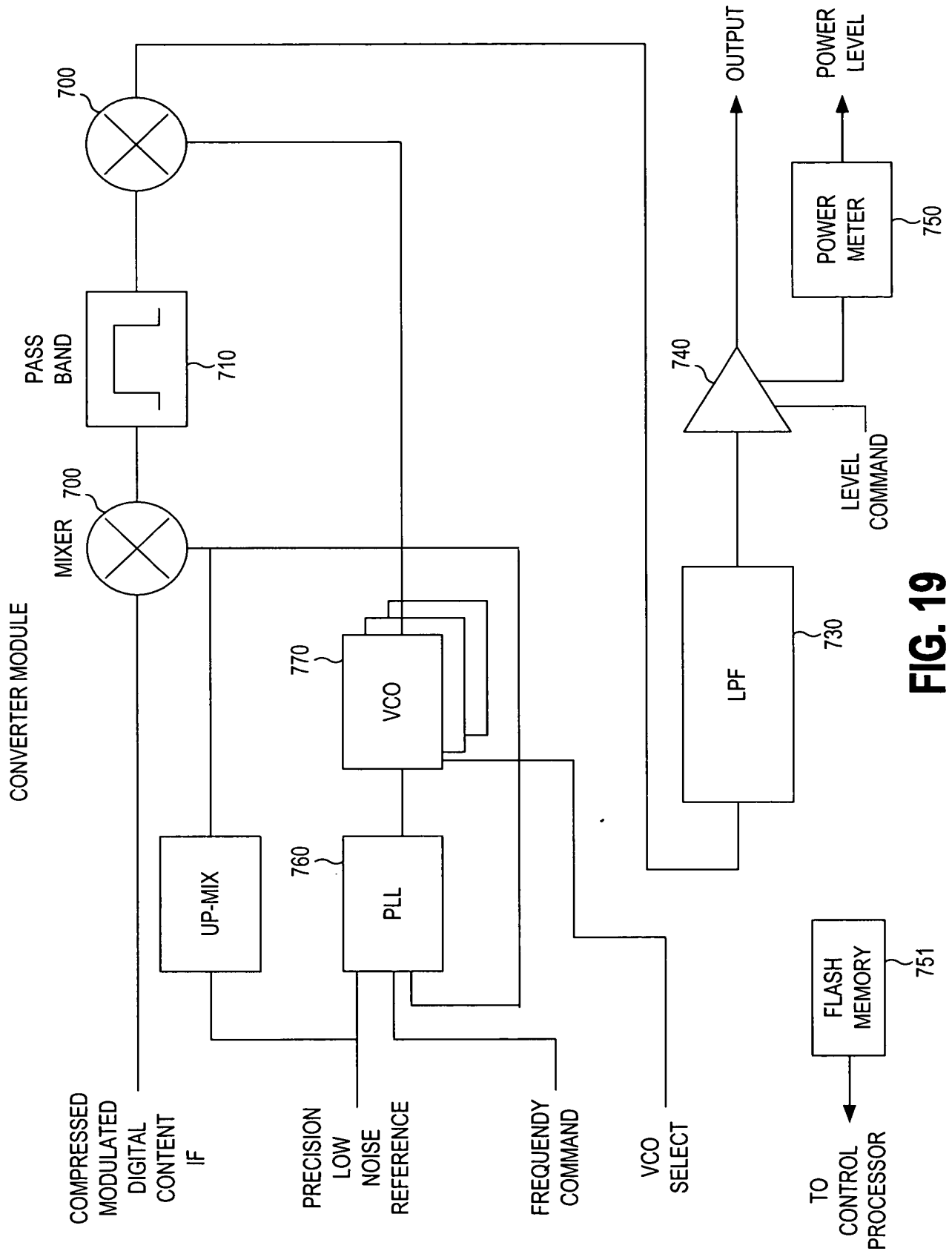


FIG. 19

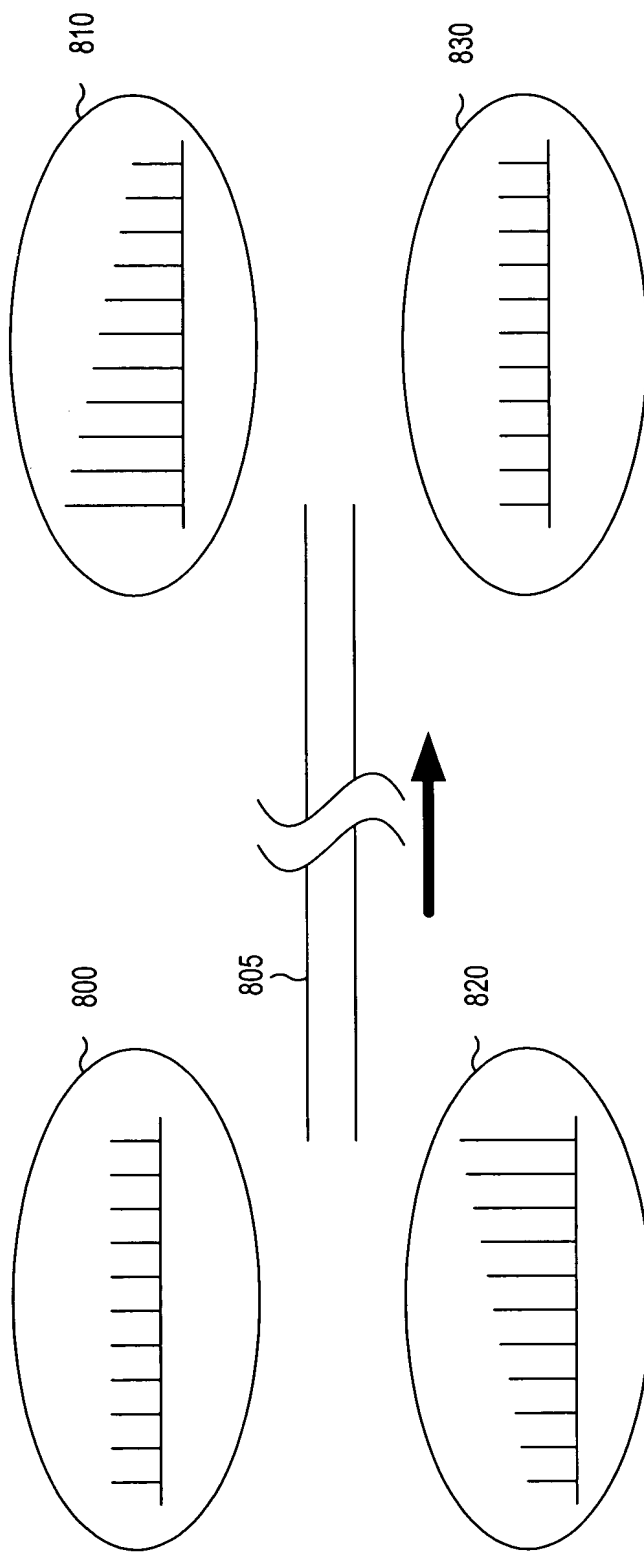


FIG. 19A

TRADITIONAL FACILITY DISTRIBUTION
(PRIOR ART)

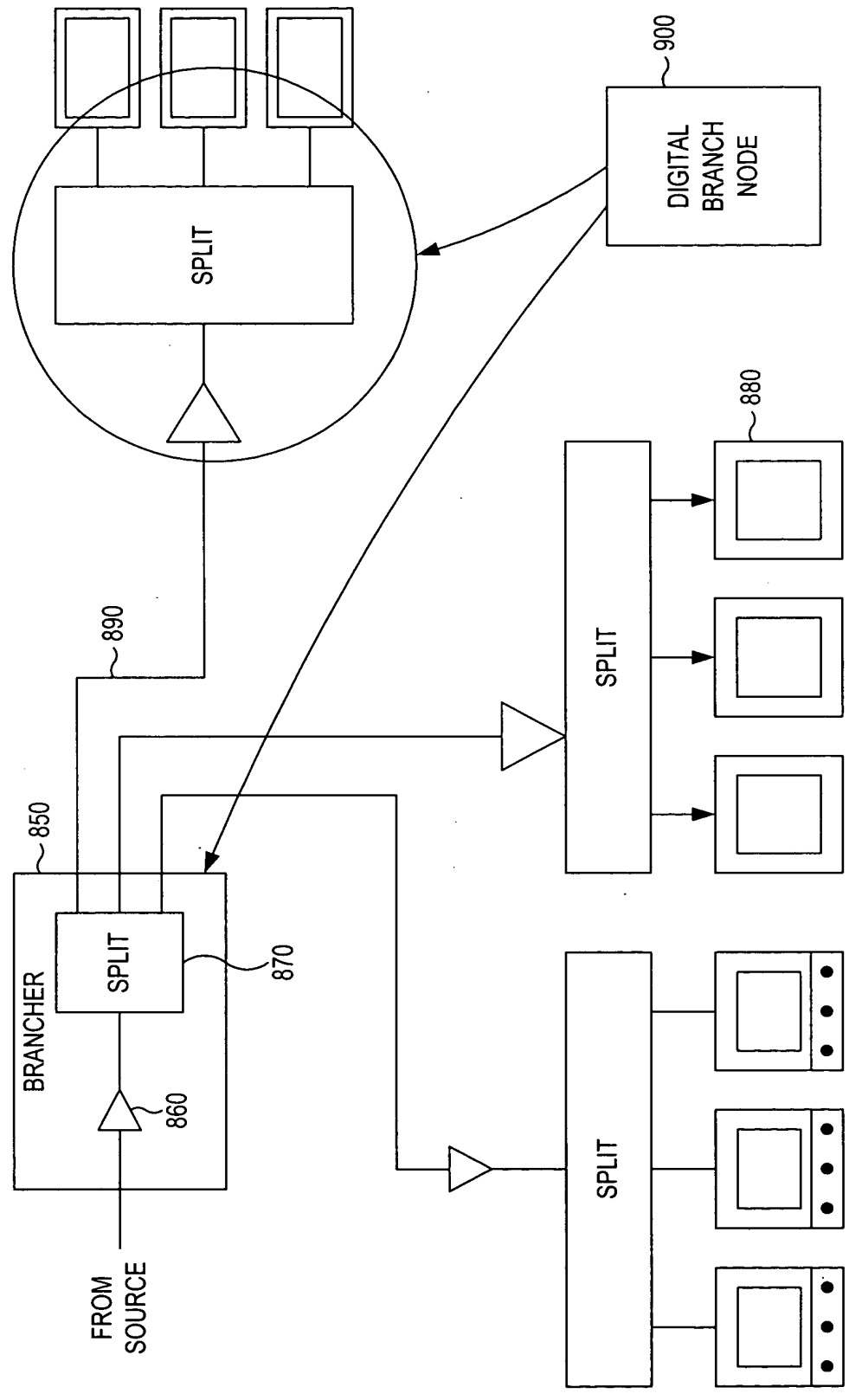
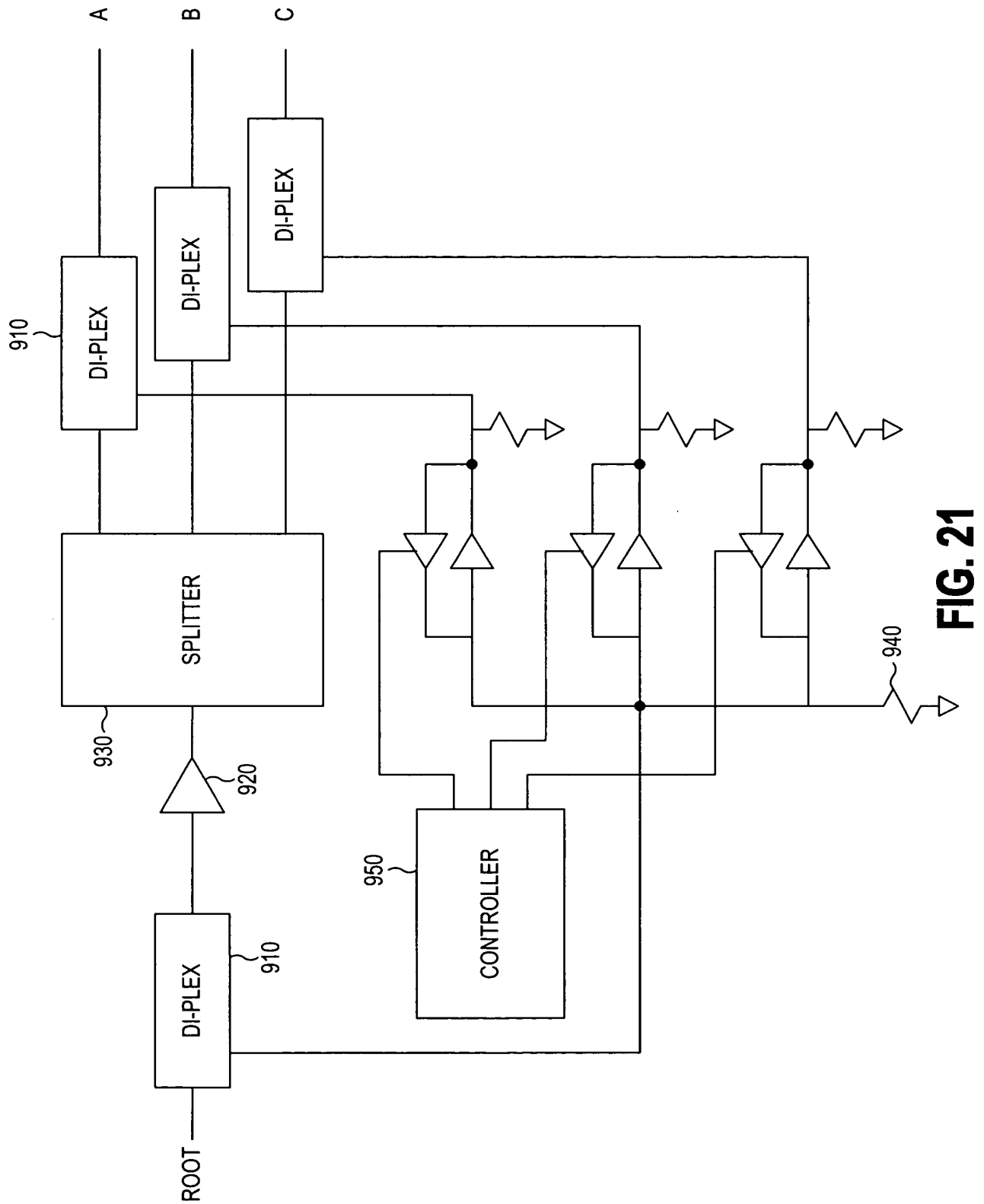


FIG. 20



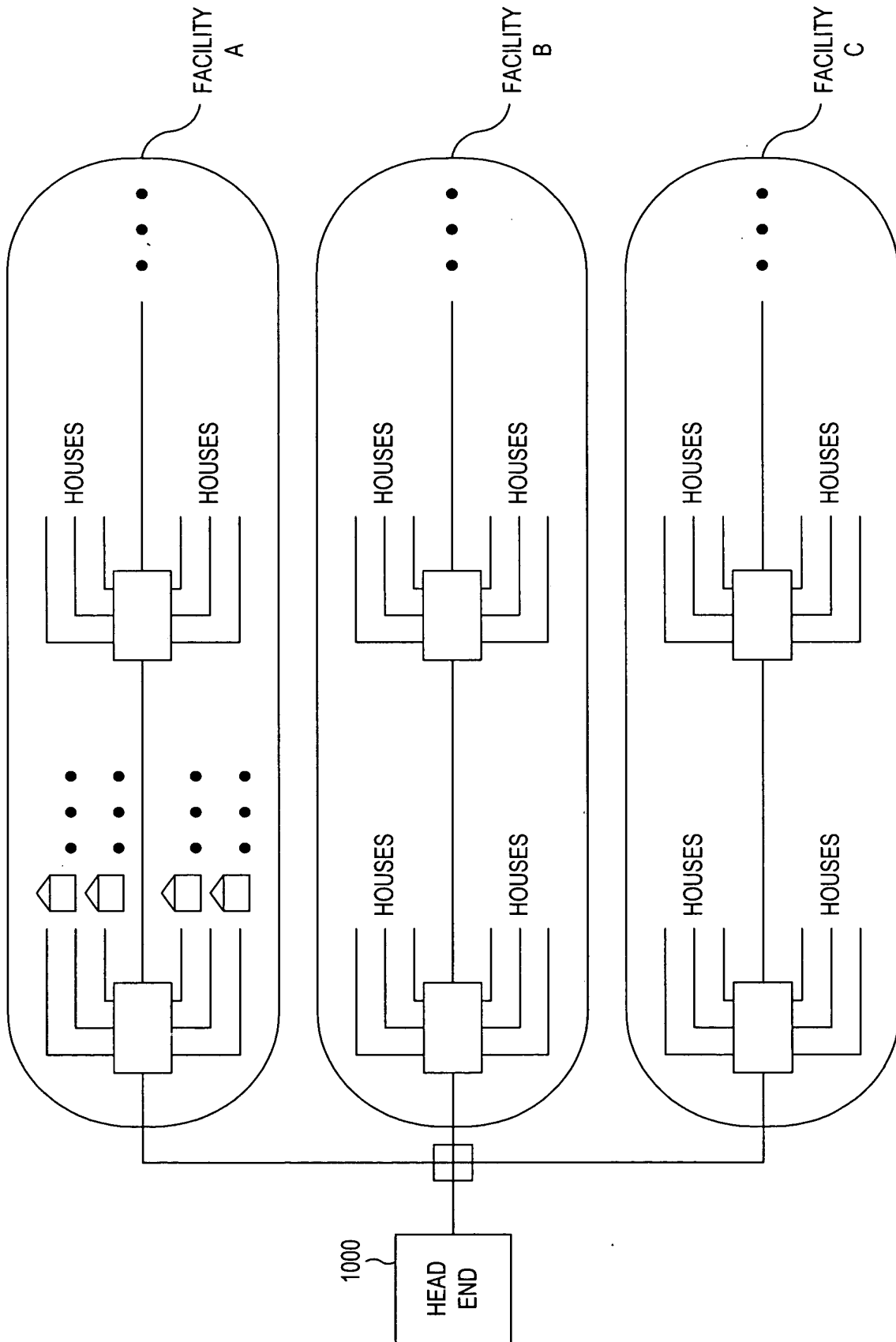


FIG. 22

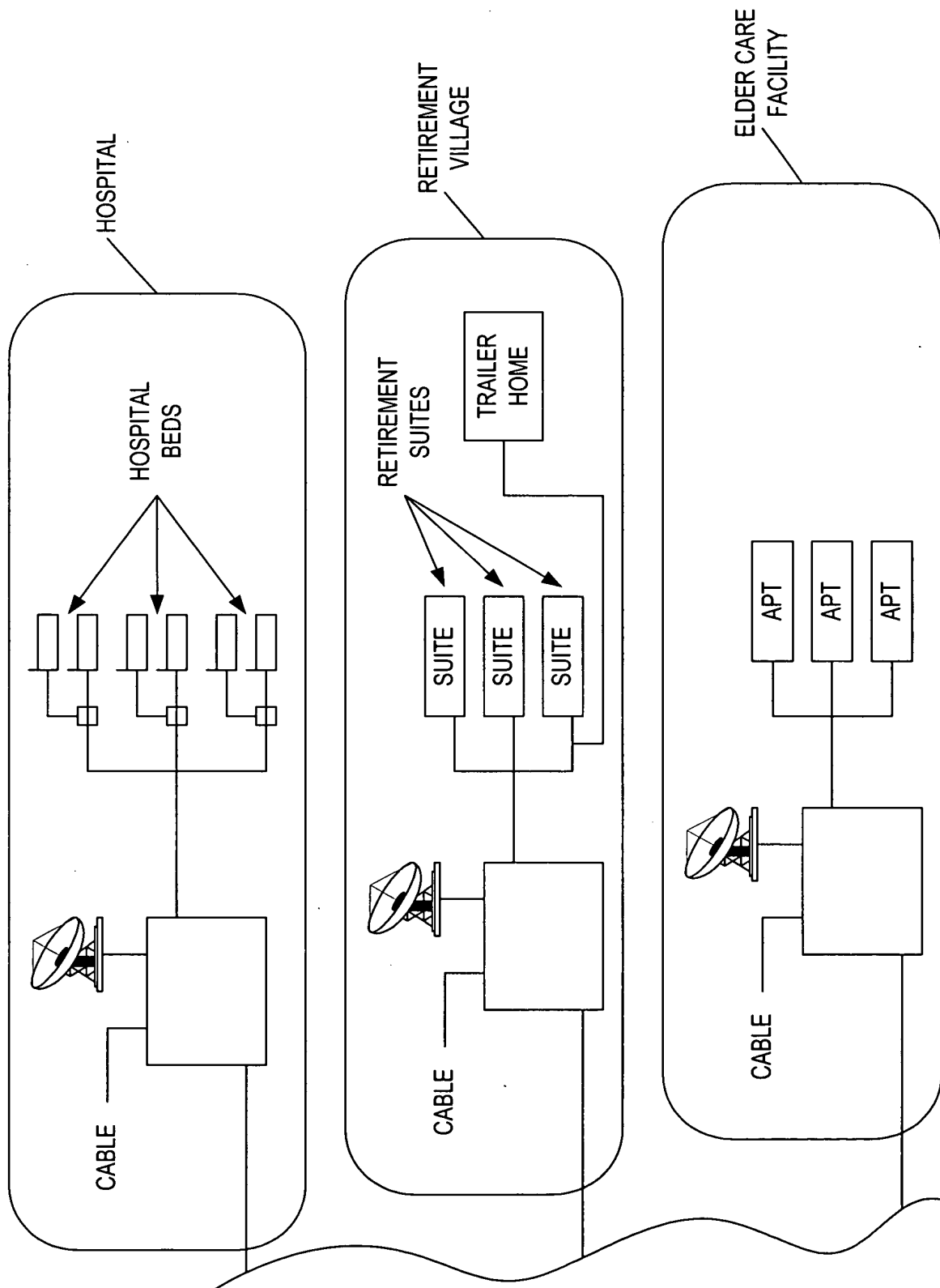


FIG. 23

+

+

SUBSCRIBER	NETWORK ADDRESS	CHANNEL	STREAM
01	00:00:00	1	1
02	~	1	2
03	~	1	3
•			
•			
•			
10	~	2	1
11	~	2	2
•			
•			
•			
N			

~1200

FIG. 24

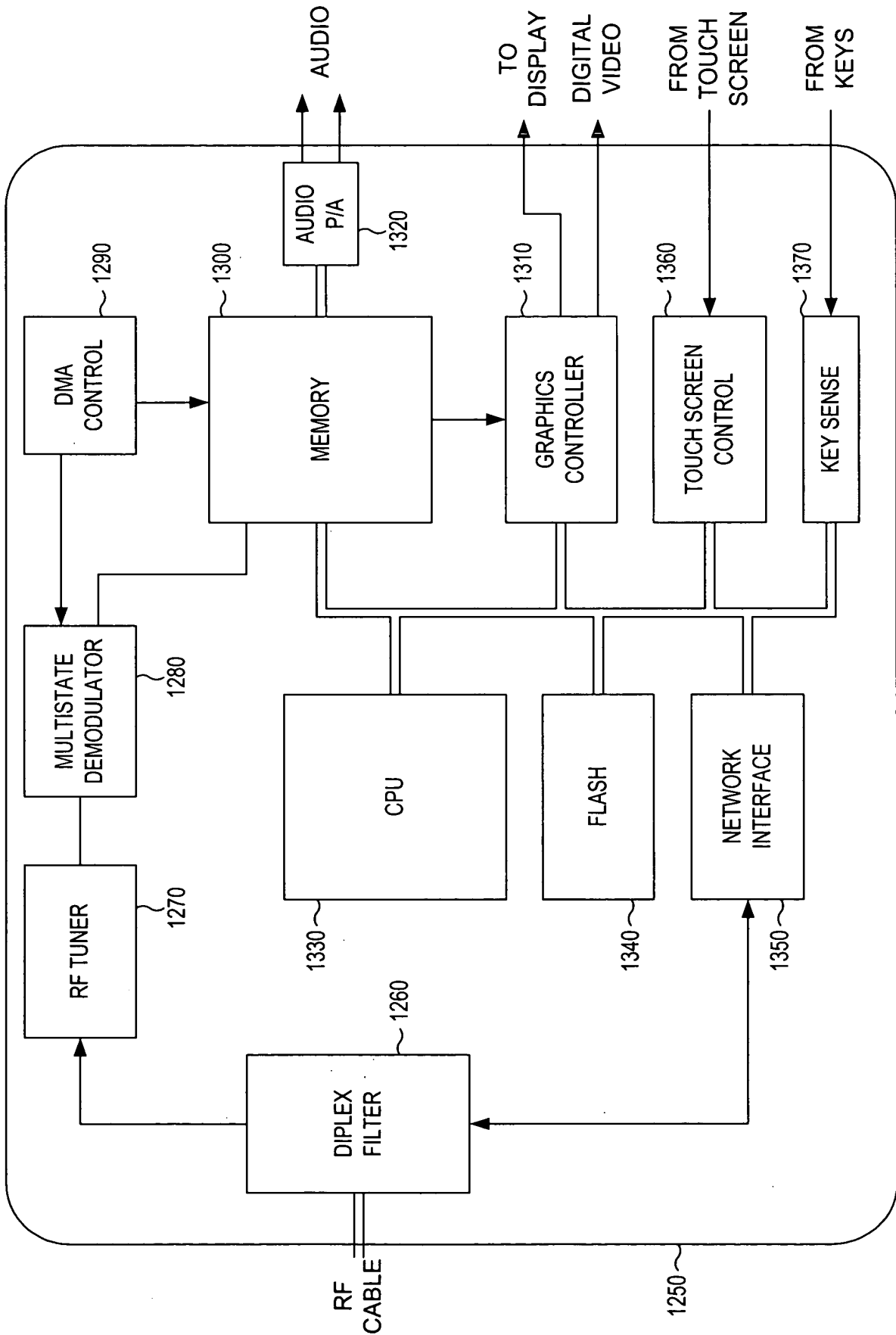


FIG. 24A

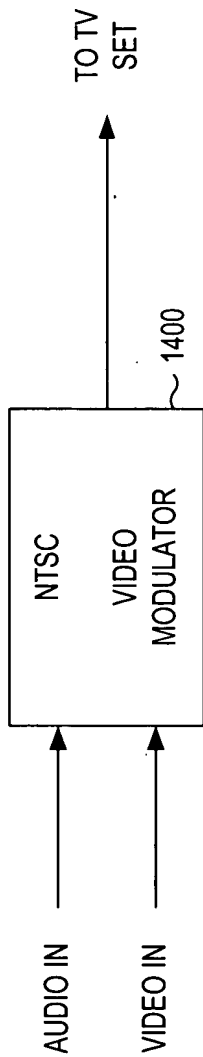


FIG. 24B

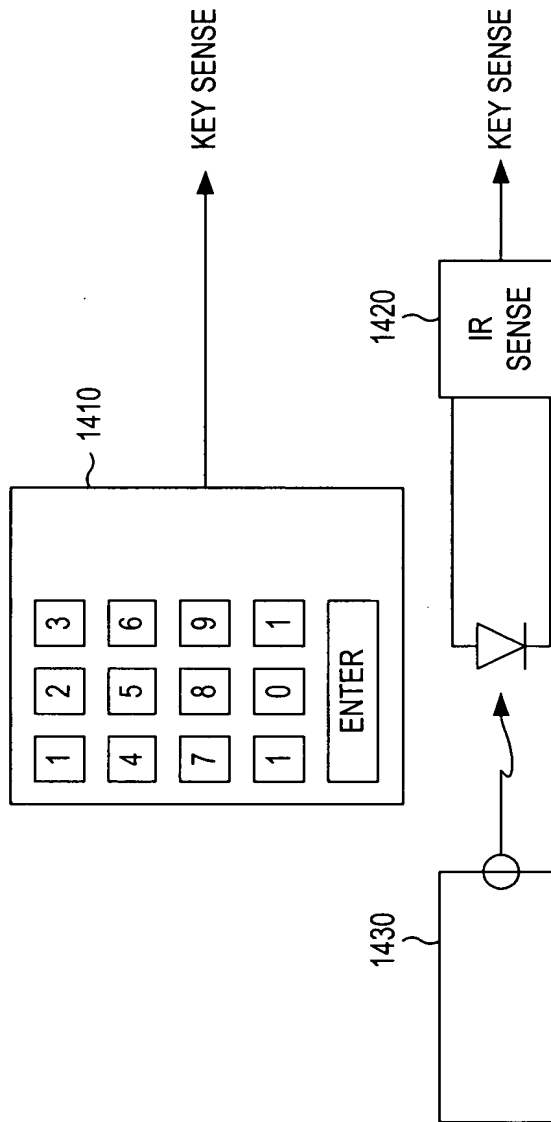


FIG. 24C

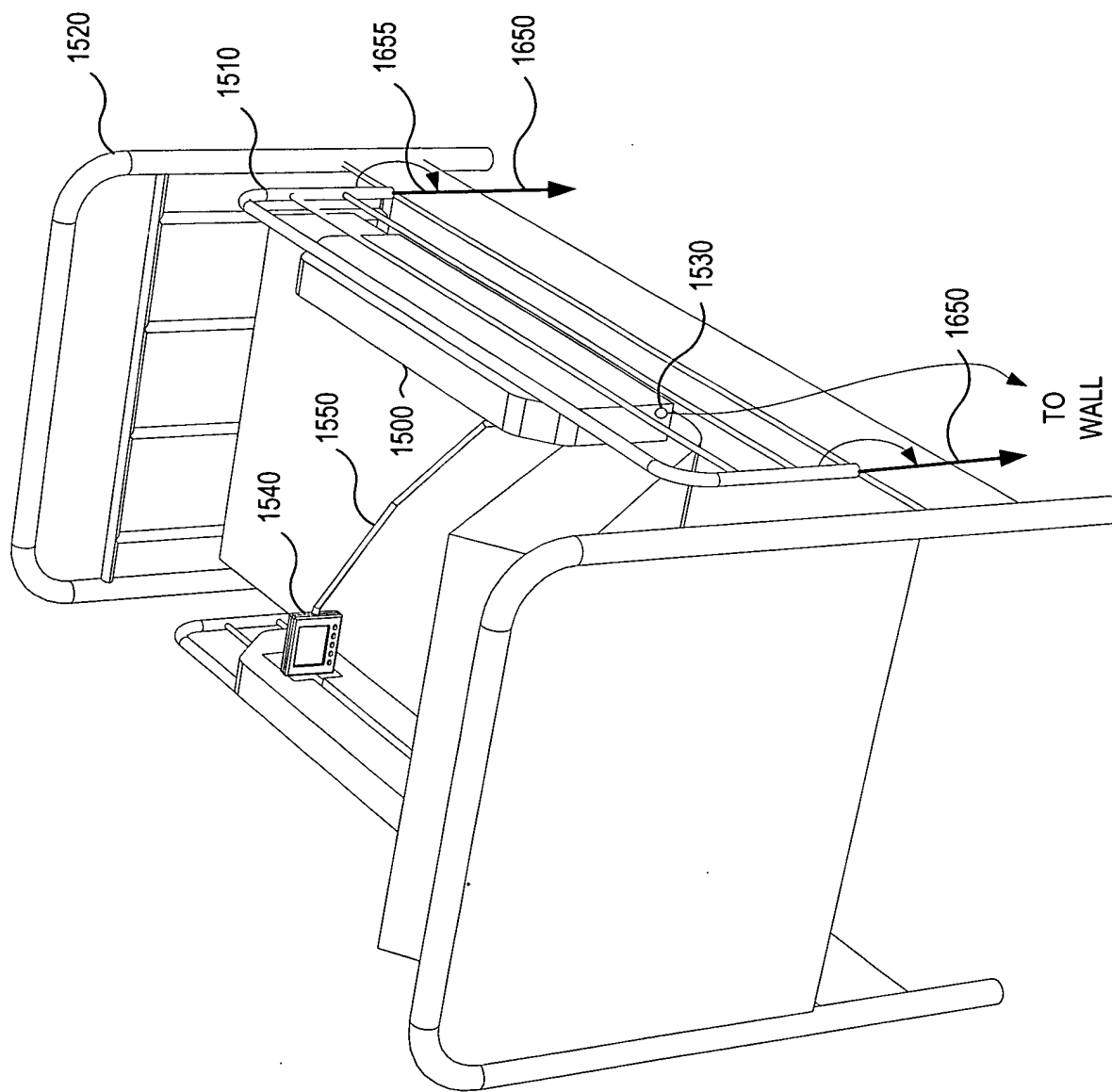


FIG. 25

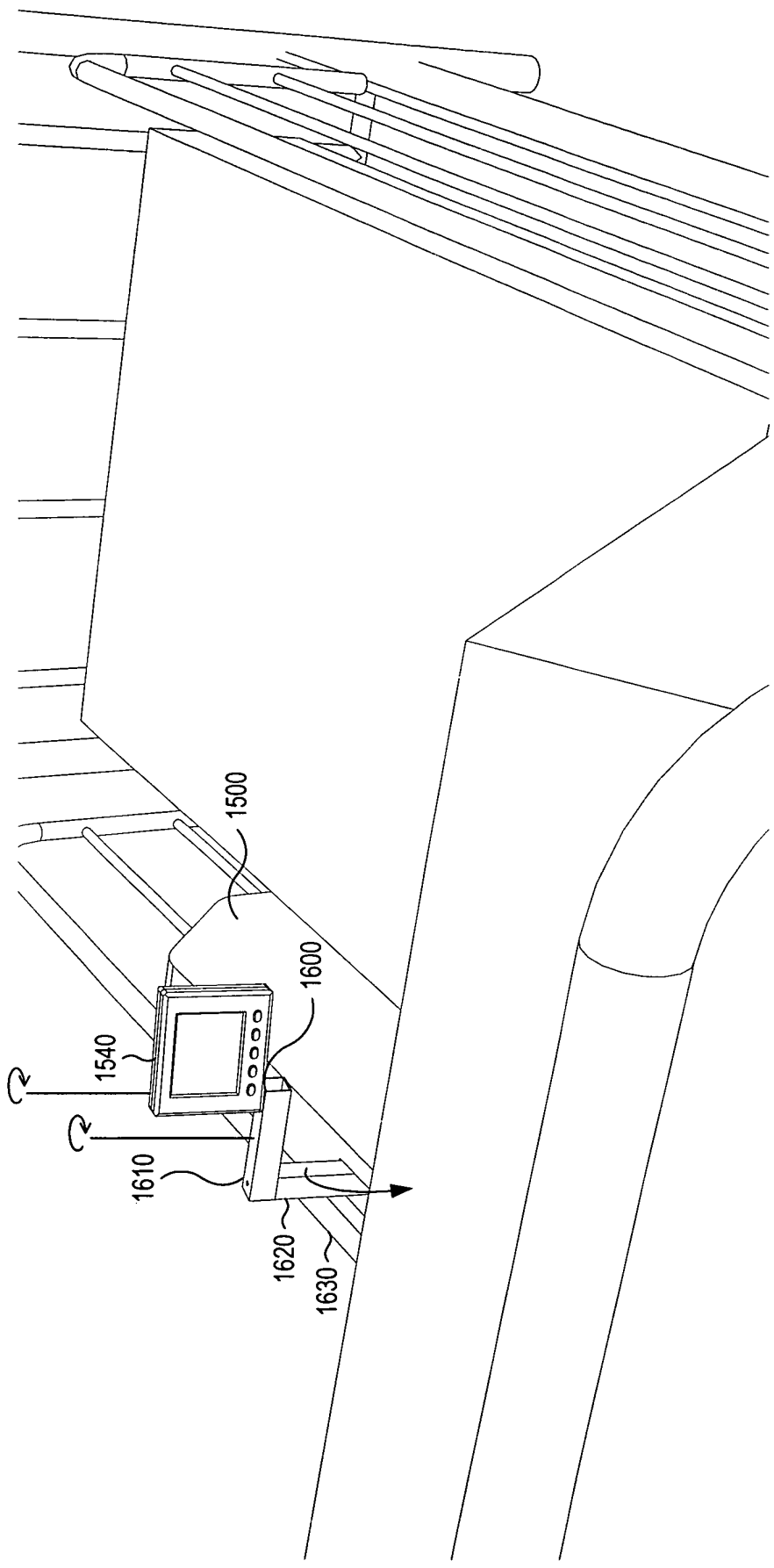


FIG. 26

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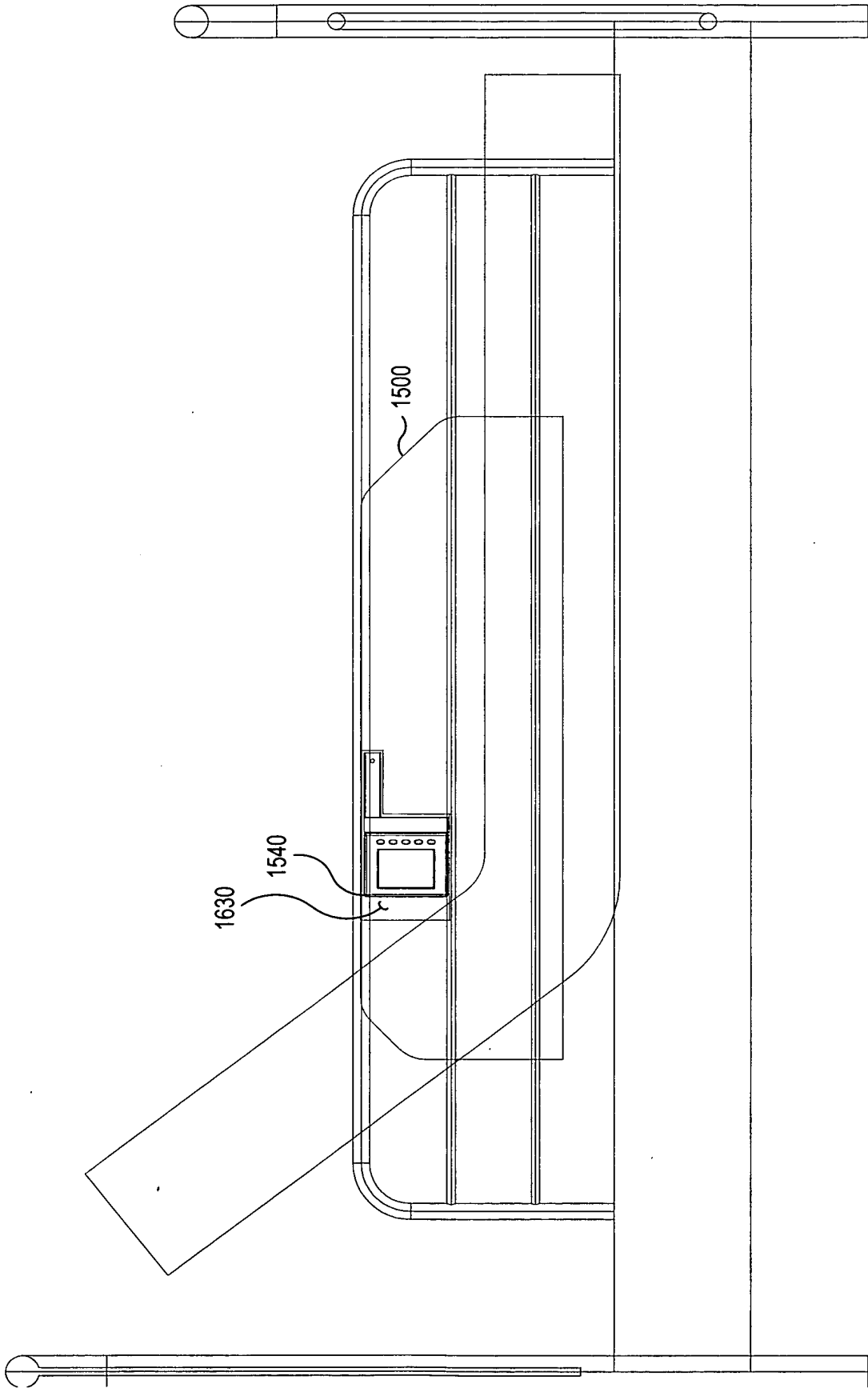


FIG. 27

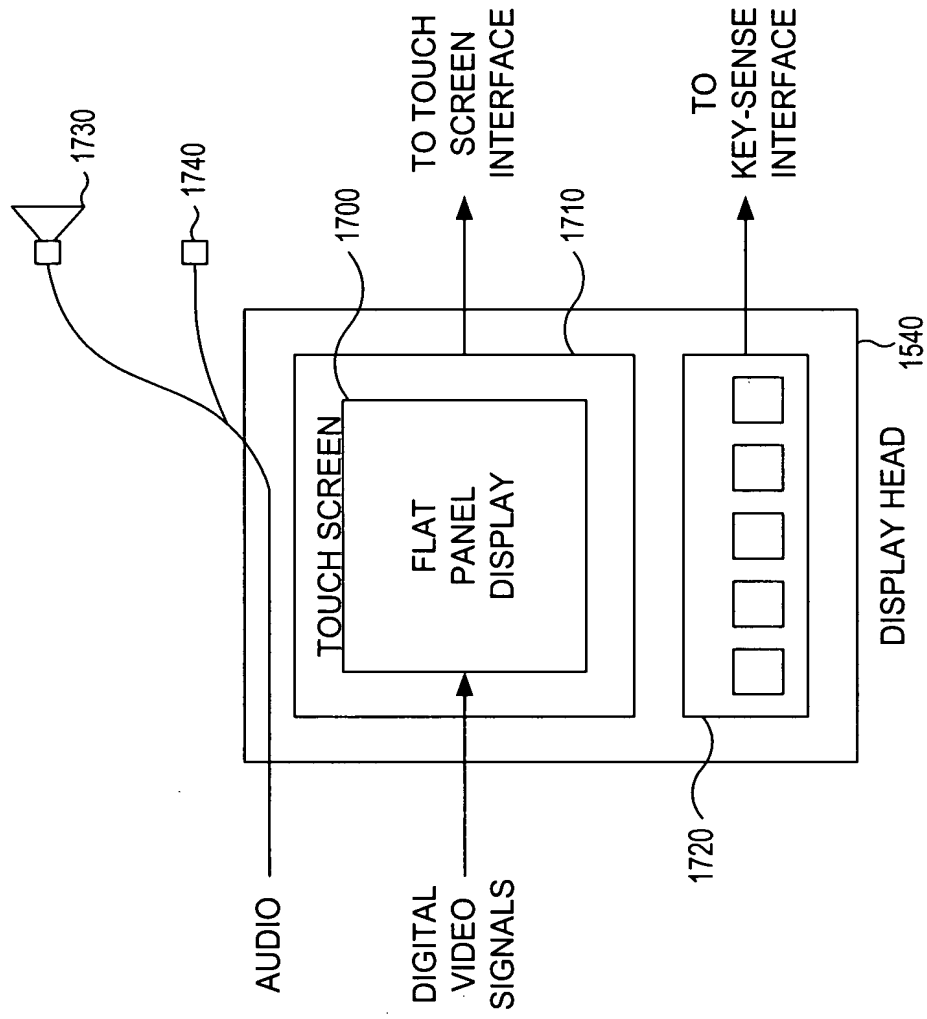


FIG. 28